## Executive / Membership Vice President

**Placement**

Slated by Nominating Committee

Elected by PTA Membership

**Roles up to**

President

**Commitments**

* Officer, Executive Board
* Manager, Membership Team
  + Membership Outreach
  + Charger Wear Sales
  + Diversity/Inclusion

**Primary Responsibilities:**

Executive Vice President

1. Assists the president and help lead the PTA toward specific goals chosen by its members.
2. Become familiar with the duties of each PTA leadership position
3. Serves as the primary aide to the president by:
   * Performing the duties of the president in the absence or disability of that officer to act
   * Proofing and reviewing agendas, articles and other documents for the President
   * Exchanging ideas for meetings and issues
   * Taking on any special projects as needed
   * Attending meetings as requested
4. This position can be used to gain understanding of the requirements and duties of the president position, but it is not a president-elect position
5. Assists in creating and presenting at the PTA Leadership Training
6. Serves as an officer on the Executive Board, therefore
   * Performs duties as may be prescribed in the bylaws and standing rules, or assigned by the association
   * Attends PTA sponsored workshops or trainings
   * Attends council, district, and state PTA meetings as appropriate
   * Report to the executive board for any meeting attended on behalf of the president
   * Safeguards the financial assets of the PTA by strictly adhering to PTA financial procedures as outlined in the bylaws and state and National PTA guidelines
   * Maintains a current procedure book with timeline and writes a comprehensive Year End Report to pass on to succeeding officer
   * Protects members’ privacy by utilizing member information for PTA work only
   * Provides guidance on California State PTA policies and procedures and therefore, should become knowledgeable of the contents of the following resources:
     + *California State PTA Toolkit*
     + Unit, council, district, and state PTA bylaws
     + *Insurance and Loss Prevention Guide*
     + California State PTA website: [www.capta.org](http://www.capta.org)
     + Inform PTA board of new and updated PTA materials and information.

Membership Vice President

1. Plan the annual membership campaign
2. Create a Membership Growth Plan
   * A successful membership plan will:
     + Attract new members
     + Retain previous members
     + Include an inclusion component for underrepresented groups by tackling barriers to involvement such as language and culture
   * Set attainable membership goals for the year
     + Brainstorm with the president and executive team
     + Include student, teachers and staff involvement element in the campaign
   * Develop a membership theme, if appropriate
   * Promote membership throughout the year by creating a year-long calendar of membership events
     + Include due dates set by council and district PTAs for remittances, and for awards and incentive
   * Develop a budget to support your membership plan projects and events
   * Monitor ad report out actual growth
   * Present the membership plan to the executive board for approval.
3. Implement the Membership Growth Plan
   * Announce the membership plan and theme
   * Include membership information in the kindergarten or new student orientation packets, first day packet, online, via eBlast and at the Back to School Picnic
   * Promote PTA membership through social media sites, email invitations, texts, etc.
   * Regularly promote membership in your PTA or school newsletter and website
   * Set up a PTA membership table at school and community events
   * Create a welcome packet for new families who come to your school during the year. Include an invitation to join and a calendar of PTA events
   * Report membership progress at all PTA meetings
4. Obtain (from predecessor and unit president) and study the procedure book and other materials related to performing the duties of the position:
   * Membership campaign plans from past years, including goals, themes, calendars, budgets, final membership numbers, etc.
   * Download or obtain the Membership section of the California State PTA Toolkit to learn the basics of PTA membership, responsibilities, campaign planning, and available resources.
   * Contact council or district PTA for current membership information, due dates, incentives and awards offered (if appropriate)
   * Attend PTA training designed for membership chairmen/vice presidents
   * Work closely with the unit president, the school principal, and the executive board members
5. Oversees the Membership Team, and as such
   * Holds and conducts a minimum of three team meetings to ensure the team stays on-strategy throughout the year
   * Reports to the Board on the status and progress of the Membership Team
   * Updates the Membership Team on Board actions and other activities pertinent
   * Ensures all members of the Membership Team submit a Year End Report and have a successful transition with the incoming team
   * Works with Membership Outreach Chair to plan and execute the outreach portion of the Membership Growth Plan
   * Works with Inclusion Chair to plan and execute the inclusion portion of the Membership Growth Plan
   * Works with the Charger Wear sales team to promote sales and appropriately collect and process money

**Time Commitment**

* This position requires approximately 5 hours per week
* August/September/October will be heavier months due to membership growth at the beginning of the year
* This position requires attendance at all board and membership meetings
* This position requires someone who is able to check email daily

*Revised 1.24.17*